

## Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 13353 181755Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CIAE-00 DODE-00 INR-07 NSAE-00

PA-02 PRS-01 SP-02 /032 W

----- 024273

P R 181500Z SEP 75

FM AMEMBASSY MOSCOW

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4618

AMEMBASSY VIENNA

AMEMBASSY WARSAW

USIA WASHDC

UNCLAS MOSCOW 13353

USDOC FOR BEWT/TPD JERSCHKOWSKY - DIBA/ZENN BIC/AUFREICHT/MOOSE

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTDTIO/HERTZBERG

USIA FOR IBS, PS

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: INTERORGTECHNIKA '75 - FINAL REPORT

1. FINAL REPORT FOR INTERORGTECHNIKA '75 TYPE I  
TRADE FAIR AS OF COB SEPTEMBER 17, 1975. FORMAT FOLLOWS:

1. INTERORGTECHNIKA 75 - TYPE I FAIR
2. SOKOLNIKI PARK, MOSCOW, USSR, SEPTEMBER 2-16, 1975
3. AGENTS APPOINTED - 0 -, UNDER NEGOTIATION - 0 -
4. FLOOR SALES - 1,634,500 US DLRS

(A) 12 MONTH PROJECTION - 14,215,000 US DLRS

5. NUMBER OF REGISTERED VISITORS: - 0 -  
USSR CHAMBER OF COMMERCE AND INDUSTRY
- UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 13353 181755Z

REPORTED THREE HUNDRED THOUSAND PEOPLE

VISITED THIS EXHIBITION.

6. NOTEWORTH RESULTS: DIGITAL EQUIPMENT COMPANY SIGNED CONTRACTS VALUES AT 210,000 US DOLLARS AND PROJECTED ANOTHER QUARTER MILLION SALES NEXT 12 MONTHS. MR. N. RAMEVSKY, SALES REPRESENTATIVE FOR USSR STATED QUOTE THE FACILITIES AND SERVICES OFFERED BY THE U.S. EXHIBITION STAFF WERE OF THE HIGHEST ORDER, AS WAS THE COURTESY AND CHEERFULNESS WITH WHICH REQUESTS WERE CARRIED OUT. THE RESULTING POSITIVE ATMOSPHERE MADE A SIGNIFICANT IMPRESSION ON OUR NEGOTIATIONS. UNQUOTE. SALES FIGURES NOT CLEARED FOR PUBLICATION. NATIONAL CASH REGISTER REPORTED FLOOR SALES OF 25,000 US DOLLARS WITH EXPECTED NEXT 12 MONTHS SALES AT ONE MILLION, TWO HUNDRED THOUSAND US DOLLARS. FOLLOWING STATEMENT BY W.L. CZECH, NCR'S REPRESENTATIVE FOR USSR IS CLEARED FOR PUBLICATION. QUOTE. THE OUTSTANDING ORGANIZATION BY THE U.S. DEPARTMENT OF COMMERCE STAFF HELPED US TO MEET EXCELLENT POTENTIAL CUSTOMERS. UNQUOTE. MR. ROBERT GRAYDON, CONSULTANT TO DATAMATION, A TRADE JOURNAL STATED QUOTE INTERORGTECHNIKA 75 WAS AN UNQUALIFIED SUCCESS. DATAMATION WAS ABLE TO COMPLETE NEGOTIATIONS FOR THE PUBLISHING OF DATAMATION IN THE USSR. BY PARTICIPATING IN SHOW WE DEMONSTRATED SERIOUSNESS OF INTENTIONS OF DATAMATION IN USSR. SHOW VERY WELL ORGANIZED BY DEPARTMENT OF COMMERCE AND EXCELLENT SUPPORT GIVEN TO US IN ARRANGING MEETINGS WITH VAAP. RECEIVED MANY FAVORABLE COMMENTS FROM OTHER EXHIBITORS FOR DATAMATION STORY UNQUOTE. CLEARED FOR PUBLICATION.

7. TOTAL NUMBER OF EXHIBITORS: 23 PA'S FOR 28 COMPANIES:

A. NEW-TO- EXPORT -0-

B. NEW-TO- MARKET 15

C. OLD-TO-MARKET 13

D. FULLY ACHIEVING MARKET OBJECTIVE: 24

E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 4  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 13353 181755Z

F. FAILING TO ACHIEVE MARKET OBJECTIVE: 0

G. NUMBER OF U.S. EXHIBITORS WITH REPRESENTATIVES FROM U.S.: 10 AMERICANS FROM 4 COMPANIES.

8. COMMENTS: INTERORGTECHNIKA 75 WAS VERY SMOOTHLY RUN EXHIBITION. EXHIBITORS GENUINELY PLEASED WITH ALL

FACETS. INCOMING FREIGHT ARRIVED ON TIME AND EVERY PIECE ACCOUNTED FOR. NO PROBLEM RE PRINTING OR VISA SUPPORT FROM CHAMBER. MINISTER K.N. RUDNEV OF ALL-UNION MINISTRY FOR INSTRUMENT MAKING, AUTOMATION EQUIPMENT AND CONTROL SYSTEMS VISITED USA SECTION AT LEAST SIX TIMES. IN ADDITION TO MINISTER RUDNEV, THE FOLLOWING SOVIET OFFICIALS VISITED THE USA DISPLAY: K.T. MAZUROV, FIRST DEPUTY CHAIRMAN OF USSR COUNCIL OF MINISTERS, I.V. ARKHIPOV, DEPUTY CHAIRMAN USSR COUNCIL OF MINISTERS N.K. BAYBAKOV, DEPUTY CHAIRMAN USSR COUNCIL OF MINISTERS AND CHAIRMAN, STATE PLANNING COMMITTEE, AND V.A. KIRILLIN DEPUTY CHAIRMAN USSR COUNCIL OF MINISTERS AND CHAIRMAN OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY. NEW-TO-MARKET EXHIBITORS WERE AMAZED AT QUALITY AND QUANTITY OF SOVIET SPECIALISTS WHO CAME TO USA SECTION. AS EXPECTED, ALL EXHIBITORS COMPLAINED ABOUT LONG HOURS 1000-2000 DAILY AND INABILITY TO PROPERLY IDENTIFY ALL SPECIALISTS. WEATHER WAS IDEAL FOR EXHIBITION AND HAD MUCH TO DO WITH LARGE TURNOUT OF GENERAL PUBLIC.

9. WHILE SEVERAL EXHIBITORS EXPRESSED DISSATISFACTION OVER POST EXHIBITION STORAGE PROPOSAL, MOST ACCEPTED DECISION TO STORE IN HELSINKI. BEWT/OEA SHOULD EXERT EVERY EFFORT POSSIBLE TO EXPEDITE LICENSES PENDING FOR DISPLAY ITEMS.

10. FINAL TASS DISPATCH DATED 16 SEPTEMBER MADE FOLLOWING COMMENTS QUOTE THREE HUNDRED THOUSAND PEOPLE VISITED THE INTERNATIONAL "INTERORGTECHNIKA 75 EXHIBITION OF OFFICE MACHINERY.... THE EXHIBITORS INCLUDED ALMOST 500 FIRMS, ENTERPRISES AND ORGANIZATIONS FROM 21 COUNTRIES...THE FIRMS OF WEST GERMANY AND THE USA HAD THE BIGGEST DISPLAYS AMONG CAPITALIST STATES.... THE OPINION OF THE SPONSORS OF THE EXHIBITION IS THAT INTER-ORTECHNIKA 75 WILL SERVE AS A STIMULUS TO AN EXPANSION OF COOPERATION IN THIS IMPORTANT SPHERE OF INDUSTRIAL PRODUCTION, THE DEVELOPMENT OF MUTUALLY ADVANTAGEOUS TRADE. TWENTY ONE UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MOSCOW 13353 181755Z

MILLION RUBLES WORTH OF CONTRACTS HAS ALREADY BEEN CONCLUDED AT THE COMMERCIAL CENTER OF THE EXHIBITION UNQUOTE.  
MATLOCK

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 18 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MOSCOW13353  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750324-0190  
**From:** MOSCOW  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750940/aaaabiyt.tel  
**Line Count:** 157  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 16 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <16 JUN 2003 by MaustMC>; APPROVED <04 FEB 2004 by RowellE0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** INTERORGTECHNIKA '75 - FINAL REPORT  
**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006